

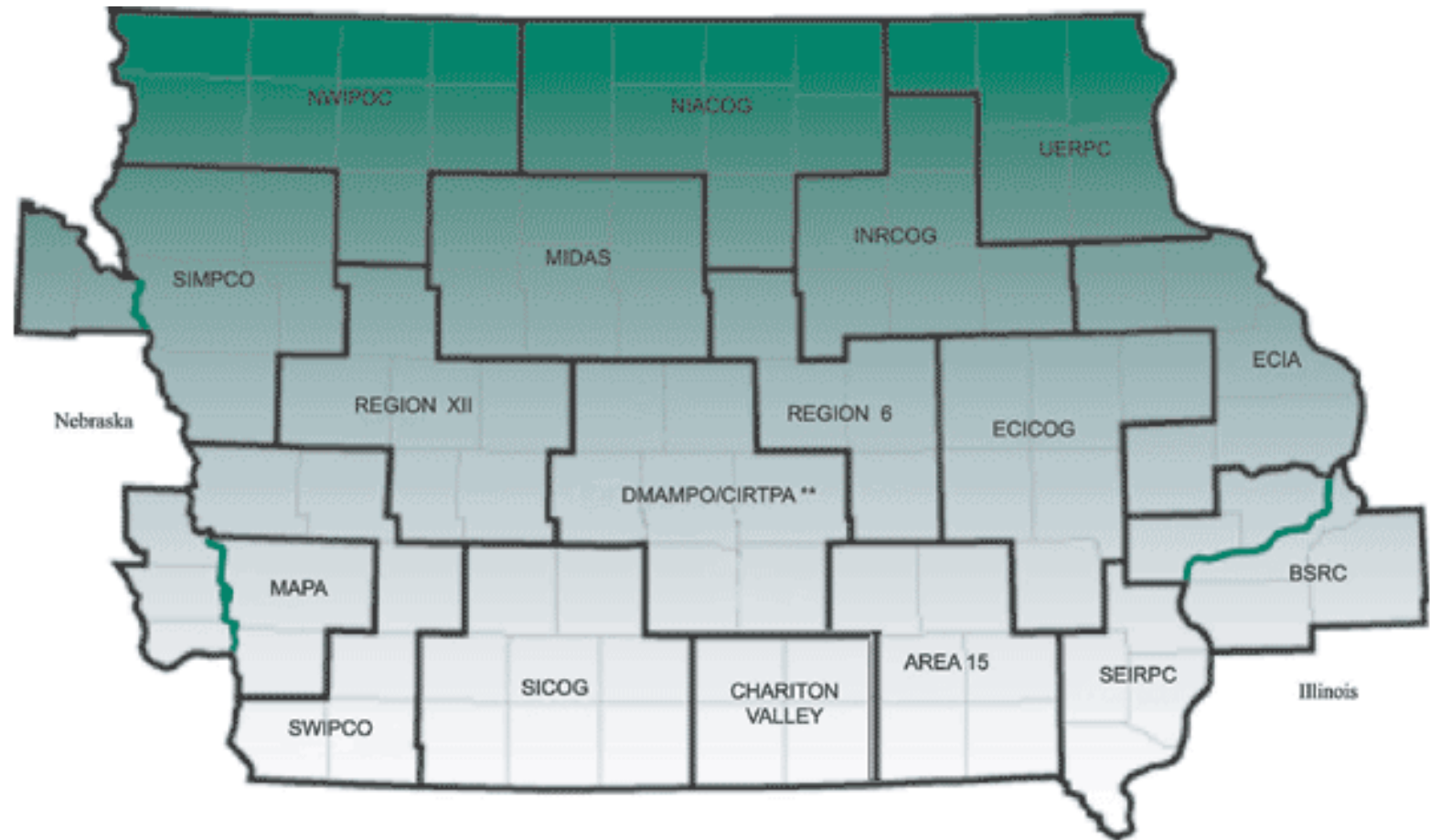
WINTERSET & MOUNT AYR HEALTHY IOWANS PROGRAM

Community Projects

The Healthy Iowans Program

- Partnership between IDPH & Iowa Association of Regional Councils (IARC)
- IARC Members
 - ▣ Councils of Governments
 - Southern Iowa Council of Governments (SICOG)
 - SICOG Serves 8 SW Iowa Counties (Adair, Adams, Clarke, Decatur, Madison, Ringgold, Taylor and Union Counties)
 - SICOG Members are Counties and Cities located in this region

Councils of Governments



What do COGS Do?

- Grant Writing & Grant Administration - mainly for our Counties & Cities – although some work is done for non-profit agencies
 - Sewer/Water/Housing Projects/Trails
- Planning Agency
 - Administer Federal Transportation Funding in many of our regions
 - Coordinate Passenger Transportation Planning between transportation providers & Health and Human service Agencies
 - Comprehensive Plan
 - Hazard Mitigation Plans
 - Smart Plans

FREQUENTLY WE:

- Work with Government Entities (Cities, Counties) or Organizations to help them reach a consensus
- Create a roadmap of how to reach their goals

Healthy Iowans - Community Element

- Continuation of IDPH activities
 - ▣ Iowans Fit for Life
- Winterset - Continuation of Activities
 - ▣ Built on Winterset's Biggest Winners Group
- Mount Ayr - Developed a New Group
 - ▣ Started from Scratch

The Award

- Winterset received \$20,000 for its projects
 - ▣ Year One: \$10,000 for healthy activities and/or nutrition program for the community
 - ▣ Year Two: \$10,000 for healthy activities and/or nutrition programs in the elementary school
- Mount Ayr received \$9,377 for its project
 - ▣ One year program funding healthy activities and/or nutrition programs for the community

The Process



- Form a Steering Committee
- Determine key community leaders and invite them to a Mapping Session
- Complete Asset Mapping Process
- Determine Assets already in the Community
- Determine Priorities & Set Action

Winterset

□ Winterset

■ Existing Biggest Winners Group

- Local business leaders
- Interested in getting healthier and losing weight
- Desire to help others in the community – especially children get healthier also
- Seized this opportunity to raise funds for the Winterset “Healthy Kids” projects

Winterset Steering Committee

- ▣ Contacted the Biggest Winners
- ▣ Discussed the opportunity for Winterset to receive the IDPH funds
- ▣ Asked the Biggest Winners if they would serve on the steering committee
- ▣ Biggest Winners immediately came on board
- ▣ Some members had preconceived ideas about how to spend the money

Mount Ayr Steering Committee

□ Developing a Steering Committee

- ▣ Reached out to people we already knew or thought would be interested (Mount Ayr City Clerk, ISU Extension, & Ringgold County Public Health)

▣ These people were asked to:

- Help us establish and serve on the steering committee
- Suggest leaders in the community who could “get things done”
- Provide names & contact info of other people who might be interested in healthy activities/nutrition
- Contact others to serve on the Steering Committee

Kickoff Meeting

- Project was explained
- Steering Committee members were tasked with contacting people from the community that they believed would be interested in participating in the project.
 - ▣ Each was asked to get three people from the community to commit to attend the asset mapping.

Steering Committee Development

- ▣ Ideas developed at the Mapping Session brought additional people to the Steering Committee
- ▣ Once projects began being targeted for funding new partners joined in
- ▣ Some original steering committee members helped a great deal initially and then moved aside

Setting Up Asset Mapping Meeting

- ▣ No cost location for Asset Mapping
 - Winterset - Bank meeting room
 - Mount Ayr – Courthouse meeting room
- ▣ A light meal was provided
 - Winterset – Biggest Winners
 - Mount Ayr – Ringgold Co. Public Health
- ▣ Steering committee members were each asked to get commitments from three additional people to attend
 - They gave the names & contact info to us for follow-up
- ▣ Flyers posted around town
- ▣ Reminder postcards mailed or E-mailed to steering committee & the three people they invited
- ▣ Press Release to Local Newspaper – Public Invited

Who Was Invited/Attended Asset Mapping

- Mayor, City Administrator, City Council Members, Park & Rec Director & Board Members
- Chamber of Commerce Director
- School Wellness Coordinator/PE Teachers/Superintendent
- Bankers
- Business Owners
- DNR
- Economic Development Professionals
- Physicians and medical professionals
- Members from Various Civic Organizations
- County Supervisors
- Pastors
- ISU Extension Staff
- Public Health Staff
- Hospital Marketing Director
- Senior Center Manager/Senior Citizens
- Before & After School Program Director
- County Conservation Ranger
- Fitness Center Owner
- Active people (Biking, running, canoeing, tennis, skate boarding, or other activity enthusiasts)
- Movers & Shakers from the community
- Students
- Farmers Market Director - participants

Flyer

YOU ARE INVITED

Healthy Iowans Community Asset Mapping Session

Tuesday, March 22, 5:15 PM

Ringgold County Courthouse
Assembly Room



This meeting will be a conversation about current healthy activities and nutrition assets in Mt. Ayr and your ideas about what may be needed in the community. Through a partnership between the Iowa Department of Public Health and Southern Iowa Council of Governments (SICOG), Mount Ayr has been awarded \$9,000 to formulate and implement a project based on the input of community members like you. (A light meal will be provided at no cost to participants.)

YOUR input is incredibly important!

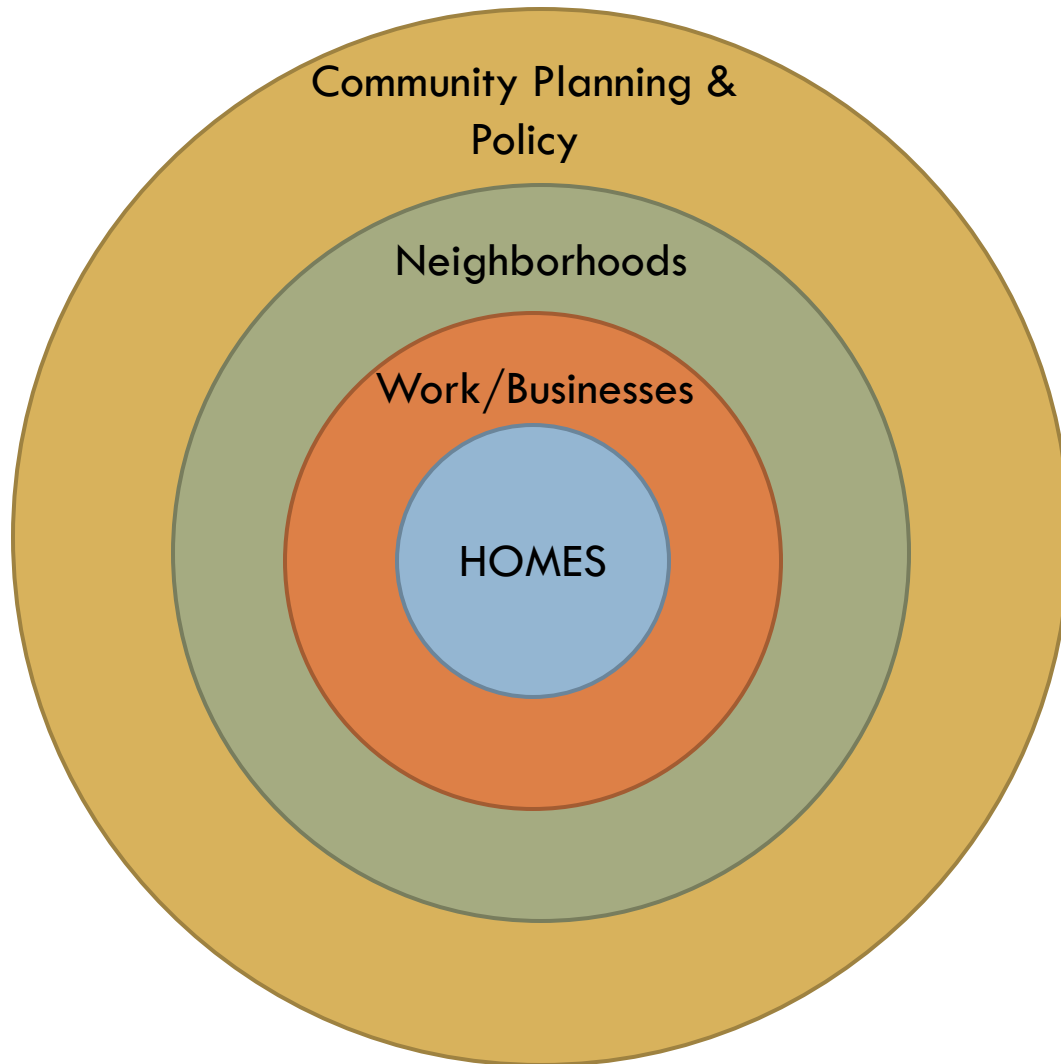
Please attend to provide your input and help craft a vision for a healthier Mt. Ayr! RSVP to Becky Nardy (641) 782-8491 or nardy@sicog.com



What is Asset Mapping?

- Community members provide information and observations about their community
- These observations generate a conversation about:
 - ▣ Existing assets
 - ▣ Connections between existing assets
 - ▣ New connections to be made to strengthen health in your community
- **Result: Create a vision for a healthier community**

Asset Mapping Looks like this.



Asset Mapping



- Data Gathering
 - ▣ Assets
 - ▣ Connections
- Share knowledge and perceptions as Community Members, Leaders, and Stakeholders

Mt. Ayr

□ NUTRITION ASSETS

NUTRITION			
HOMES	Work/Businesses	Neighborhoods	Community Planning & Policy
	Subway	CGI Grocery	day care provider programs
Fast - in home, processed	Supper Club	Hy-Vee	school programs
Publications available	Peggy Sues	Casey's	Summer Food program
WIC	Rumors Bar & Grill	Pamida	Wellness e-mails from schools
Gardens	Romanos Pizza	Dollar General	Skim milk only policy @ schools
Food stamps	Jamie's	IDPH Sampling Program (schools)	Concession stand conversion
Free reduced lunches	Farmers Market	Food Pantry @ Neighborhood Center	vending machines
	School wellness	Food Pantry @ churches	School - local foods
	Meals - home delivered		School vending machines
	Mealsite		CACFP - daycare program - ISU Ext.
	2 assisted living		
	2 nursing homes		
	Potlucks @ churches		
	Roadside stands/sell to grocery stores		
	Breakfast, lunch & snacks at school		

Mt. Ayr

□ PHYSICAL ACTIVITY ASSETS

PHYSICAL ACTIVITY			
HOMES	Work/Businesses	Neighborhoods	Community Planning & Policy
Walking	Stairs at courthouse - choices	Swimming pool	sidewalks - condition issues
Jogging	School has exercise room	Conservation trail	Outdoor Alliance - hunting/fishing
Bicycling	Elementary school open for activities	Golf course	Sites for Learning: activities before/after school & summer
Treadmills	Fitness center	Bowling alley	Slow pitch leagues
Yardwork	Special Olympics	Walking trails - E & W sides	Bowling leagues
Gardening	Subway	Parks	5K walk/BB tournaments for Ayr Days
Videos	Supper Club	Volley ball	Little league - youth sports
4H - working with livestock	Peggy Sues	Tennis court	AAU BB & Volleyball
Playing with kids	Rumors Bar & Grill	Elementary playground	Horse riding group
	Romanos Pizza	Sidewalks in poor condition	Archery - 4H
	Jamie's	Sidewalks not in all areas	Kids football
		No ramps on sidewalks	Kids cheer
		No designated routes for walking	Bike Hike Event in June - Con. Bd.

Then What happened?

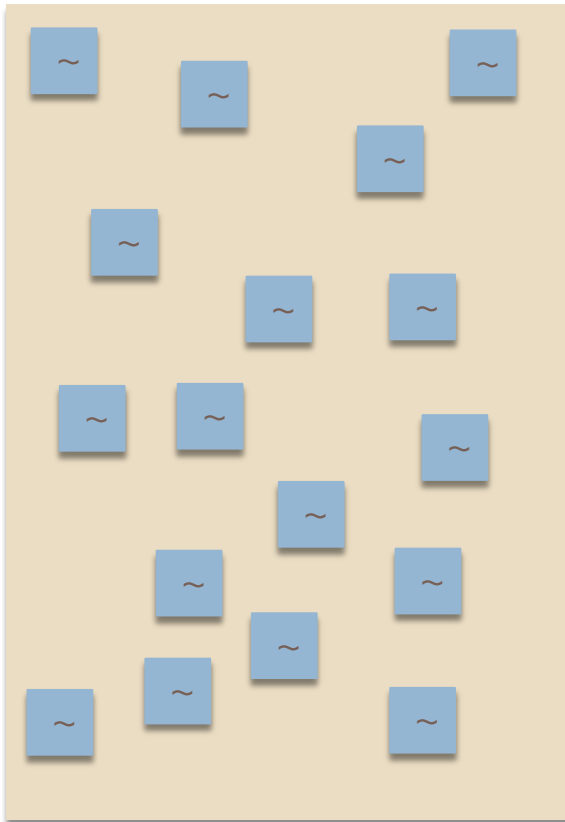


After Completion of Listing all the assets within the community

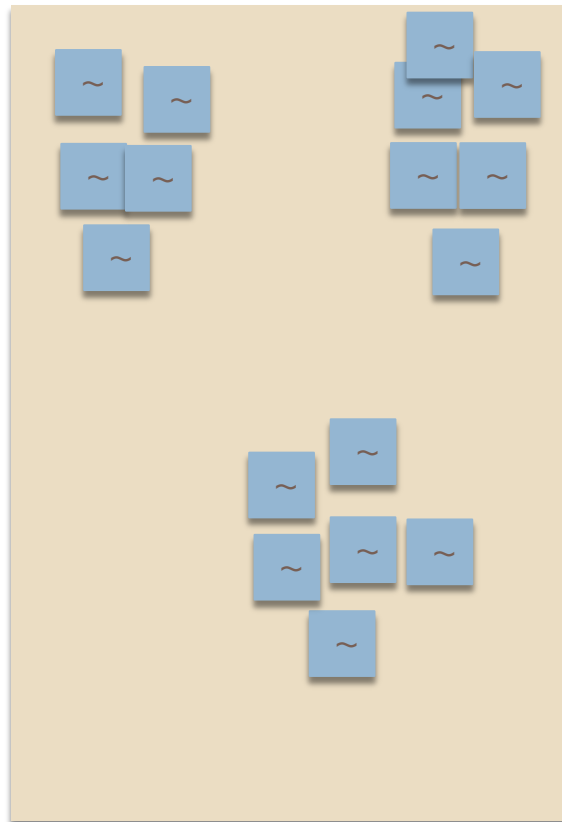
- Observed & Reviewed Connections
- Brainstorming/Sorting/Naming
- Shared knowledge and perceptions as Community Members, Leaders, and Stakeholders
- Visioning/Planning

The Process

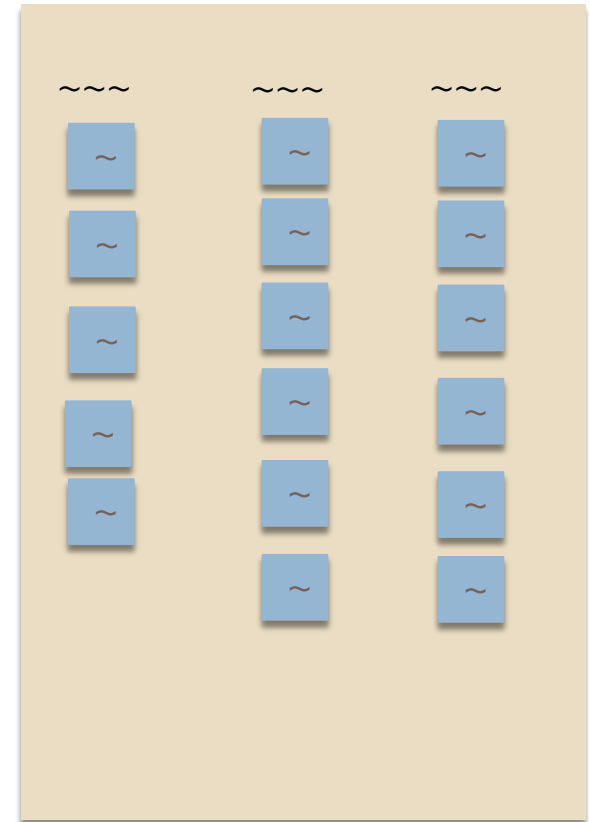
Brainstorming



Sorting



Naming



Brainstorming

- Ask the group, “How can this City get to a future it desires?”
 - ▣ All ideas generated were written on our laptop/projector for everyone to see
 - Putting each idea right onto a Post-It Note would also work with a smaller group
 - ▣ Everyone present had the opportunity to share their ideas and each was recorded
 - ▣ New ideas were also added by the steering committee at the following meeting
 - The Asset Mapping meeting made people think & talk and several new ideas surfaced

Mt. Ayr

Brainstorming

Mount Ayr do?

swimming pool improvements
walking trails
sidewalks
archery club
fitness equipment for school/faculty
pedometers for students
Basics Program for those not income eligible
kid's kitchen funding for older elementary
SRTS
lighting on walking routes
bike lanes
bike safety
education of students
safer sidewalks for elderly
educate on using local, fresh foods
farmers markets - demonstrations
update on how to deal with fresh foods
changing the culture of nutrition & activity
teach kids to be active or eat healthy on their own
family involvement in activities
VERB program
Conservation outreach - needs equipment (can be checked out)
Pond net, butterfly netting, etc. For environmental ed program
more cold weather activities
school gym access - contract (awareness)
Websites - chamber, county school - list activities
little league/t-ball field needs fencing

Stations around Judge Lewis Trail need renovation - resurfacing
FFA Greenhouse project
Community Recreation Center Planning
Buildings that could be repurposed
lighting at the trails
cooking, canning, nutrition classes
cooking class for kids to make and take home
business that allows you to come in and prepare meals
student education on basics of cooking
community gardens
raised gardening for seniors
summer school program - vegetable gardens
- food to pantry
bridge at Poe Hollow needs to be replaced - link to trail on co. land
Crossing by the caboose trail
Connect the two trails - safe crossing
Hospital trail

Sorting

- Sorting took place at the steering committee meeting that followed Asset Mapping
- Round 1: NO TALKING
 - ▣ All the ideas suggested during brainstorming (each was written on a post-it note) are sorted into groups
 - Ideas are sorted based on relationships identified by the participants
 - Not every idea fits into a group, so misfits were put to the side

Sorting

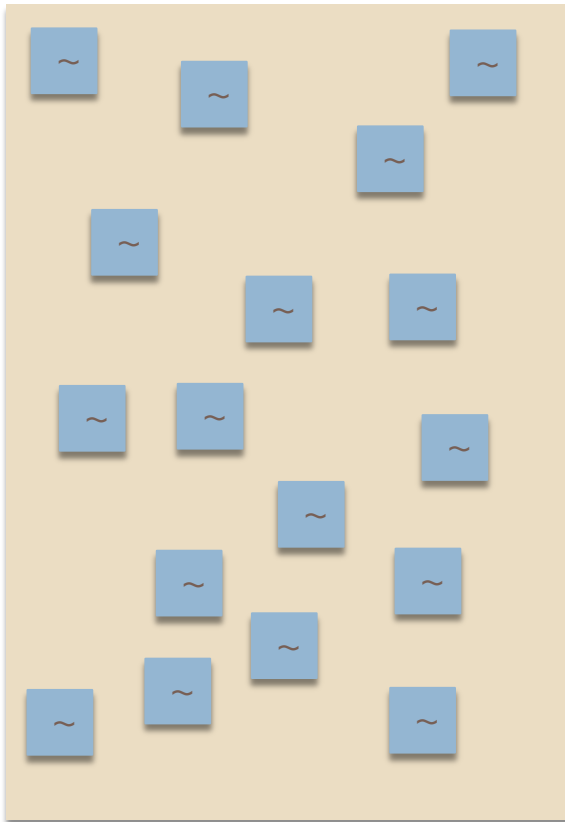
- Round 2:
 - ▣ Sort the ideas again, and try to find the best groups
 - ▣ This time the group members may speak to each other

Naming

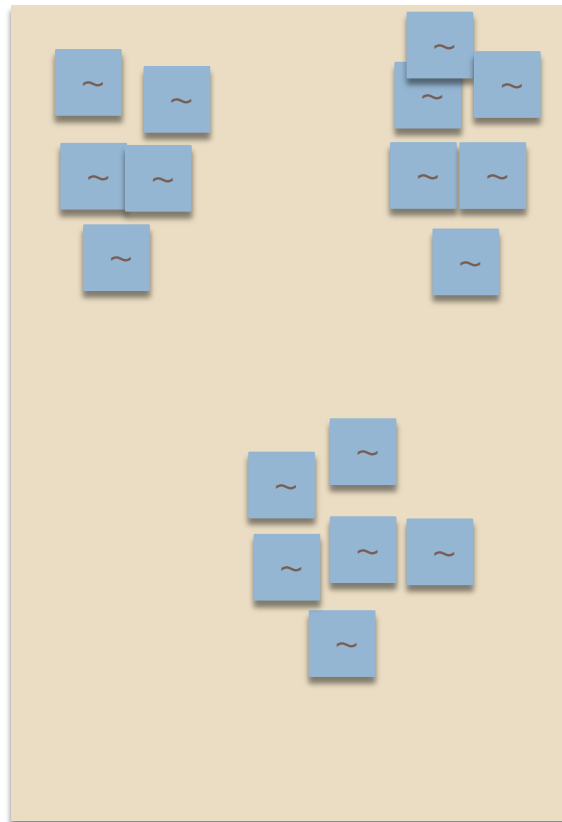
- Organize the groups created into long strips
- What would be an appropriate name for each of these groups?
 - ▣ Names should be broad “strategic directions”
 - ▣ Focus on HOW something would get done

Review of the Process

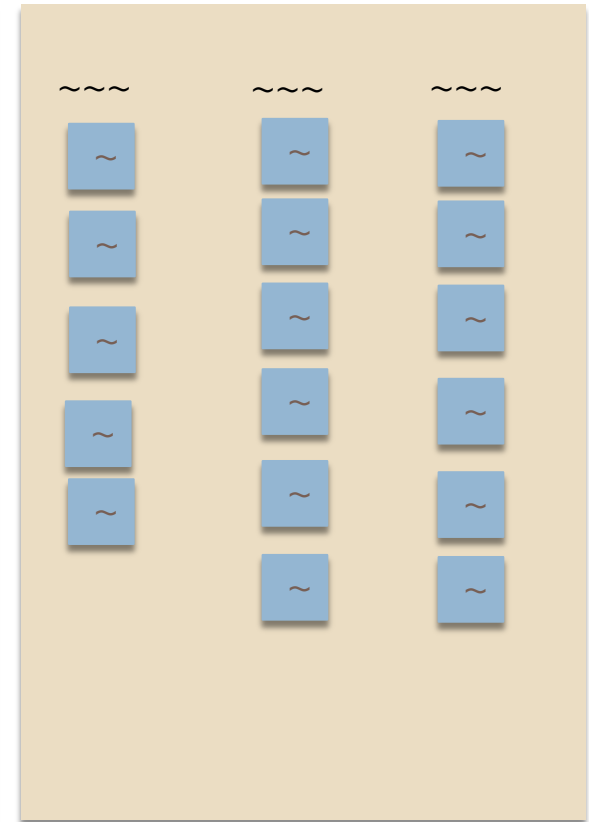
Brainstorming



Sorting



Naming



Prioritize Activities & Identify Partners

- Each City completed “matrices” to help prioritize the community’s projects
 - ▣ Action Matrices – Difficulty vs. Impact
 - ▣ Logistics Matrices – Who/What/Where/When, etc

Mt. Ayr – Sample Matrix

Improve Community Facilities and Programs for Healthy Living

		Difficulty		
		Easy	Medium	Hard
Impact or Benefit to the Community	High		<ul style="list-style-type: none"> * Increase access to school gymnasium * Purchase and construct new backstop at little league fields * VERB Program for youth 	<ul style="list-style-type: none"> * Swimming pool improvements * Create new Recreation Center * FFA Greenhouse
	Medium			
	Low			<ul style="list-style-type: none"> * Purchase additional fitness equipment for the school facilities

Mt. Ayr – Sample Matrix

Enhance Existing Recreational Trail Network

		Difficulty		
		Easy	Medium	Hard
Impact or Benefit to the Community	High			<ul style="list-style-type: none">* Make connections between existing trails* Improve the crossing by the caboose trail
	Medium	<ul style="list-style-type: none">* Repair damaged bridge at Poe Hollow		
	Low	<ul style="list-style-type: none">* Feasibility study for additional trails		<ul style="list-style-type: none">* Build new walking trail around the Hospital Complex

What the Matrices Revealed

- The Action and Logistics Matrices help the group decide which projects to pursue
 - ▣ Some projects surfaced as ideal for the funding available
 - ▣ Other projects fell into various other categories:
 - Project too difficult or costly to accomplish with these funds
 - Project desirable but using other funding made more sense
 - Project should be pursued by the group at no cost
 - Project provides very limited impact on community
 - Project to be completed later pending identification of other funding sources

Mount Ayr Work Plan

- Improve Community Facilities & Programs for Healthy Living
 - ▣ \$3,000 – purchase & install new backstop at tee-ball field
 - ▣ \$2,000 to \$3,000 – purchase and install new playground equipment at Family Resource Center
 - ▣ No \$ -- Create a VERB program

Mt. Ayr Work Plan Continued

- Enhance Existing Recreational Infrastructure Network
 - ▣ \$2,000 – replace a foot trail bridge (Ringgold Co. Conservation)
- Create or Improve Connections for Pedestrians & Bicyclists
 - ▣ \$1,733 -- paint bike lanes (any unused balance to playground fund)
 - ▣ No \$ -- Safe Routes to School Planning Grant Application

Mt. Ayr Work Plan Continued

- Increase Educational Opportunities for Youth related to Healthy Living
 - ▣ \$1,000 – purchase of conservation education equipment (butterfly nets, snow shoes, and/or geocaching equipment)
 - ▣ No \$ -- Evaluate feasibility of expanding BASICS program to all students

Winterset Work Plan

- Improve & Create Recreational Infrastructure for Families
 - ▣ \$2,000 for planning & technical assistance
 - Walkability assessment Training by Iowa Bicycle Coalition
 - Parent Safe Routes to School
 - Plan initiation and contracting (CIRTPA - \$2,000 for GIS mapping for the pedestrian/bicyclist plan
 - Public Participation Plan – multiple public meetings to get input and discuss the plan
 - Plan authorship & mapping – CIRTPA & SICOG
 - Fiscal Agent & Adoption – City of Winterset

Winterset Work Plan Continued

- Implementation of Infrastructure Planning & Assessments -- \$8,000
 - ▣ Designate walking paths (paint & signage)
 - ▣ Creation of a Community Committee on Trails
 - ▣ Use City's sidewalk improvement Program to target sidewalk investments in areas identified by plan
 - ▣ Safe Routes to School grant application

Winterset Work Plan Continued

- Create a VERB program for youth in Winterset/Madison County
 - ▣ No \$ from IDPH grant -- \$6,000 - \$10,000 estimated to be raised in the community for program coordination/transportation costs
 - Outreach to local businesses for program costs
 - Set up subsidized transportation program for youth activities
 - Apply for other grants
 - Promote program to school aged children
 - VERB activities sponsored throughout the summer

Winterset Work Plan Continued

- Increase Public Awareness of Health Related Activities
 - ▣ No \$ -- Create a Web-based Directory of Nutrition & Wellness Programs and Services
 - Create directory on donated web space by a youth group
 - Support participation in National “Turn Off the TV Week”
 - Enhancement of the Parks & Rec Department’s printed directory of activities
 - ▣ No \$ -- Support the Development of Specialized Recreational Facilities
 - Create Sand Volley Ball Court
 - Organize adult & youth volleyball leagues
 - Outreach to local businesses to support disc golf course

What Worked / Lessons Learned

- Get the right people to the table
 - GOAL - Find someone local “with connections” or at least a sincere desire to see this process succeed to head up Steering Committee recruitment
- The best people to work on a project are many times the busiest people. To attract busy people to the Asset Mapping meeting, we did the following:
 - Held one joint Asset Mapping Session (for both physical activities and nutrition)
 - Provided a free light evening meal and planned to conclude the meeting in under 3 hours
 - This enabled those attending to only commit to attending one meeting
- At the Asset Mapping Meeting
 - Everyone present introduced themselves and told why they had come and what activities they already participated in
 - This was interesting and showed the diversity of the community members present
 - Everyone was encouraged to participate
 - BRAINSTORMING WAS HELD at the end of the Asset Mapping meeting
 - This assured that everyone’s ideas were considered during the sorting/naming

What Worked/Lessons Learned

- ▣ FIND CHAMPIONS!

- ▣ It's easier for the community to “run” with the process or project than for you to “push” it on them

- ▣ Enthusiasm is contagious – yours and that of the steering committee

- ▣ Offer technical and administrative support to your steering committee to make it easier for them (help send out invitations, prepare flyers, send meeting reminders, share information from meetings, and try to keep those who miss a meeting informed)

- ▣ They are busy people and appreciate the assistance

- ▣ Send meeting notices and invitations by E-Mail

- ▣ This saves time and money

- ▣ Each community is different

- ▣ Each City has a different dynamic and what works with one won't necessarily be successful with another

What Worked/Lessons Learned

- Newspaper coverage throughout the process was helpful
 - ▣ Send out a Press Release about the grant & the Mapping Session
 - This way, when people are invited to be involved, they may have already read or heard about it
 - ▣ Send another Press Release telling how the money will be spent
 - ▣ Follow up with articles or photos showing the money being distributed or projects completed

What Worked/Lessons Learned

- It was an easier process getting started in Winterset because of the existing Biggest Winners group!
 - ▣ They had built-in accountability to others in the group already and stayed involved over the two-year process
- The short time-frame in Mount Ayr worked VERY well
 - ▣ It enabled those involved in the steering committee to commit for only a short period of time
 - Sometimes steering committee members wanted to remain involved with specific projects that came out of the process

What Worked/Lessons Learned

- If the process does not move forward steadily, the participants may lose interest
 - ▣ Have Asset Mapping Training completed by the facilitators prior to beginning the process
 - ▣ Momentum can be lost if there is a long period between Asset Mapping, Brainstorming and Sorting
 - ▣ Capitalize on the enthusiasm and excitement generated by the Asset Mapping Meeting so you can move forward quickly

Good Press Helps

Search for healthy trail mix

Group learns fundamentals of traffic flow; how good pedestrian and cycle paths can benefit community

Over one dozen Winterset area residents, including health care professionals, fitness enthusiasts — bikers and walkers — and others attended a local workshop Thursday to begin groundwork on a healthy trails initiative, one which could pave the way for recreational.

It was called a Complete Streets Workshop and centered on "walking

focussed on the rudiments of proper trail planning, ranging from walking trails, pedestrian pathways to bicycle trails — with heavy emphasis on bike trails.

The seminar was led by Iowa Bicycle Coalition executive director Mark Wyatt.

It's all a part of a \$10,000 grant Winterset is receiving to help develop

the community.

Complete streets lead to identified walking paths, cycling routes and overall better traffic flow — something for everyone.

Winterset is among eight Iowa communities where a Complete Streets workshop has been held.

Wyatt reviewed various statistics as background information explaining

sive and unhealthy tendencies could easily be transformed into healthy habits.

For example:
• 65 percent of all trips under one mile are by car;

Therefore:
• 50 percent of all trips could be replaced with a 20-minute bicycle ride; and

Wednesday, July 7, 2010

Community members gather to discuss \$20,000 grant hopes

Keeping an eye on ice-bitten branches and choosing careful steps across slick streets, a good cross-section of community members gathered for a meeting last Thursday evening to discuss the \$20,000 grant hopes for a healthy trails initiative, one which could pave the way for recreational.

It was called a Complete Streets Workshop and centered on "walking

Grant goal: to encourage wellness in Madison

There is a lot to be gained from this grant, said money might go to the Madison County Memorial Hospital, Health Trust Physicians, local fitness studios such as Curves and Cardio Kick Gym, the ISU Extension office, the Madison County Development Group, Madison County Public Health, Winterset Parks and Recreation, city council, and the Chamber of Commerce. A large contingent of young people and adults from which the steering committee can make decisions about what projects Winterset should undertake, explained the evening's presenter.

"We hope to create a vision about what you as a community feel is a vision of a healthier Winterset, what that looks like and what you want it to look like."

Winterset Madisonian, Page 8A

\$10,000 grant should lead to trail opportunities for Winterset area

Trails

Continued from page 1A

dent-related fatalities from car-pedestrian and car-bicycle accidents, the mortality rate could diminish even further if more people chose to walk or cycle on well-designed routes. An added plus would be the health-related benefits from walking or cycling. Studies show changing lifestyle and increasing the number of healthy activities can lead to fewer problems with chronic diseases such as diabetes, high blood pressure and heart-related issues.

Planning

When planning for trail systems from which all can benefit, experts point to four con-

cepts to keep in mind when it comes to designing trails. They include:

- allowing cyclists to use the road;
- making roads inviting to cyclists and pedestrians;
- making drivers aware of cyclists and pedestrians; and,
- building paths where appropriate.

Experts say communities in which alternative routes for pedestrians and cyclists are not available tend to have more problems, such as cyclists being forced to use sidewalks as a bike path.

Figures show there is a five times greater risk of accidents if cyclists are forced to ride on sidewalks. Experts also say bike routes should be designed to flow with traffic,

rather than against traffic on the wrong side of the road.

Various designs

A number of various techniques were discussed when it comes to designing proper bike routes.

One such approach includes changing the way motorists park, a system being used in several Iowa communities.

Back-in parking, for instance, could be seen as preferable. Not only is the trunk of the vehicle closer to a business when there is back-in parking is available — helpful to the motorists — back-in parking creates greater motorist visibility when pulling out of a parking slot — good for both the motorist and cyclists.

Experts also recommend

having a place for cyclists to park.

"Motorists expect parking, so do bikers," Wyatt said.

Among those present at the meeting were: Aaron and Lenae Price; city administrator Mark Nitchals and his wife, Cynthia Nitchals; cyclist Curtis Bush; Michelle Shortley, a relative newcomer to the Winterset area; Winterset accountant and local cycle club member Jim Smith; walking enthusiast Rita Drysdale; cyclist Myron Hirschmann, MCMH nurse practitioner Laura Tryon; local physician Dr. Jonathan Suddarth and Nolte, as well as several planners and trail engineering officials from the area council of governments and the central Iowa regional transportation

planning agency.

Workshop participants were given maps of the city of Winterset. One on map, attendees were asked to mark known hazards for cyclists. On another, folks were asked to mark the areas of town they frequent, and on a third map, those participating were asked to mark areas where they thought perhaps some sort of bike routes should be located.

The data will be pooled and future strategy sessions are expected.

Backers say they hope a trail system could be expanded to eventually connect with the bike trail that runs near Martensdale in neighboring Warren County.

—dkB

Show the Community that the Process Worked!



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